

"I am a concept designer, tech enthusiast, & wannabe writer! I understand people's needs & translate business goals to appropriate presentation of products, & services. From ideation, user testing & prototyping to implementation, I design experiences that turn people into followers."

R A N A

Z A N D I

DESIGNER

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EDUCATION

MA in Digital Futures,
OCAD University 2018

BDes in Graphic Design,
OCAD University 2015

CERT in Art Fundamentals,
Sheridan College 2009

SKILLS

Sketch
Invision
Illustrator
Photoshop
InDesign
Premier
AfterEffects
UI/UX
Illustration
Writing
html/css

LANGUAGE

English		Fluent
Farsi		Fluent
French		Beginner
Japanese		Beginner

EXPERIENCE

Freelance designer, 2014 - present

- conceptualized new designs for marketing material and ads
- created brand new logos
- developed & implemented designs to existing & new product packaging
- developed business collateral including sell sheets, catalogs, brochures, posters, advertisements, and web assets.

Freelance writer, 2017 - present

- written multiple tech news for an online gaming blog
- written social media posts for multiple small online businesses
- written academic and business proposals for various clients.

Research Assistant, 2017 - 2018 | Design for Health Lab @ OCADU

- my role was to focus on the design related aspects of the research.
- conducted research, weekly reports & presentations on project progress.

Graphic designer, 2016 - 2018 | Office of Diversity, Equity & Sustainability Initiatives @ OCADU

- created both visual & written content for their social media pages
- created OCADU's Sustainability Forum 2017 marketing material.

Social Media Administrator, May 2017 - Aug 2017 | Continuing Studies Office @ OCADU

- created and wrote marketing material for their social media pages
- achieved increasing post views engagement.

Art Instructor, 2016 - 2017 | Proof of Fun After School Program, Toronto

- developed lesson plans & delivered material
- evaluated students' performance
- created an end of the term student project exhibition for parents.

Print Shop Monitor, 2016 - 2017 | OCADU

- operating high volume printers & copiers
- performed quality inspection before, during and after output of each production run

Graphic designer, Summer of 2016 | UPS Store, Woodbridge

- designed large format graphics.
- performed public relations & managed their Facebook page.